



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 10/23/2001

GAIN Report #JA1559

Japan

Agricultural Situation

This Week in Japan

2001

Approved by:

David C. Miller, Director, ATO Tokyo

Prepared by:

The U.S. Agricultural Affairs Office(Tokyo) and U.S. Agricultural Trade Offices (Tokyo/Osaka)

Report Highlights: A summary of events and developments in the United States' largest export market for agricultural, forestry, and fishery products. This week's highlights includes: Osaka Restaurant Association Urges Industry Focus on Value vs. Price; ATO /Tokyo Goes Retail in Sapporo; Japan Pet Food Market Promising for US Products.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Tokyo ATO [JA2], JA



This Week in Japan

An Update of Major News and Events from the Largest U.S. Agricultural Export Market

Volume V, Issue No. 40

October 23, 2001

i Osaka Restaurant Association Urges Industry Focus on Value vs. Price: During the 20th Anniversary reception of the Osaka Restaurant Management Association (ORA), the new president, after describing the challenges which the food service sector is facing, urged members to focus more on increasing value rather than engaging in price competition. "Prices have already been deflated significantly, and this form of competition does not encourage growth," stated Mr. Kozo Utagawa. He also suggested that promoting the "health" value of cuisine would be one way of enhancing the perception by patrons. ATO/Osaka has held one joint "Healthy Cuisine" seminar with ORA and will be presenting an "American Healthy Gourmet" Cuisine seminar and promotion in conjunction with the GAF Kansai 2001 food show. (ATO/Osaka)

i ATO/Tokyo Goes Retail in Sapporo: ATO/Tokyo and the Sapporo Chamber of Commerce are co-sponsoring an American retail food shop from October 17 through November 8 featuring more than 100 U.S. processed food products in the heart of Sapporo, the major metropolitan city in Hokkaido with a population of 1.8 million. The retail sales are being managed by key ATO contact, *Ralse* supermarket chain. Despite the limited floor space, an active sales promotion and a unique line-up of products has drawn healthy attention from consumers, and first-day sales easily exceeded the target. Press coverage for the opening was excellent with two TV stations and two newspapers visiting the store. ATO plans to further develop this concept of high quality, dynamic food promotion and sales within large regional retail stores with other regional contacts. (ATO/Tokyo)

i Japan Pet Food Market Promising for U.S. Products: The Japan Wayne Co., a leading wholesaler of pet products in western Japan, held its Fall 2001 pet fair in Osaka where 80 companies exhibited at 130 booths. U.S. products received high interest from exhibition attendees. While American pet food products attract considerable interest in the Japan market, the difficulty for new-to-market U.S. companies is the relative absence of suitable trade shows; most pet shows organized in Japan are for Japanese companies or Japanese agents of foreign companies. ATO/Osaka will participate in the Japan Pet Business Show 2002 next spring, recruiting new-to-market U.S. companies who are looking for a business partner in Japan. (ATO/Osaka)

i Upcoming Events: October 17 - November 8, *Ralse* American Food Shop in Sapporo; October 20 - November 2, Japan Home Show in Tokyo; October 23-26, Great American Food Show Kansai 2001 in Osaka; November 1-4, NEXT Foods Ishikawa Show in Kanazawa; November 2, BSE Video Conference sponsored by USDA at Tokyo, Sapporo, Nagoya, Osaka and Fukuoka American Centers; November 22-25, Japan Foodservice Show in Yokohama.